

Meet One-On-One with Korean Processed Fruit Buyers

Processed Fruit Initiative to South Korea

Grow Your Blueberry, Cherry & Cranberry Business in the \$170 Million South Korean Fruit Products Market

Capitalizing on the increased demand for high quality U.S. food products in the international food service and supermarket retail sector, MIATCO and Food Export USA—Northeast is offering a low-cost opportunity to U.S. processed fruit exporters to meet with a variety of food manufacturers and processors, bakery, retail and wholesale buyers from South Korea. U.S. exports of fruit products to South Korea have grown strongly over the last 15 years. Strong growth is likely to continue over the next decade.

This Trade Mission Includes a U.S. Processed Fruit Seminar:

The U.S. Highbush Blueberry Council, Cherry Marketing Institute, and Cranberry Marketing Committee are sponsoring Professor/Nutritionist speakers for seminars highlighting the health benefits, U.S. Market trends, etc. of U.S. processed fruit products.

This Trade Mission Includes:

- Import analysis and a competitive store check for one product
- In-market seminar on the South Korean market and label regulations
- Guided tours of manufacturing facilities—see the opportunities first-hand!
- Guaranteed one-on-one meetings with key buyers, consolidators, importers and distributors and a table-top product showcase for potential customers
- Inclusion in the native language Trade Mission promotional brochure to be used during the table-top showcase and widely disseminated throughout the region
- Interpreters throughout the mission to facilitate communication between participants and their potential customers

For More Information

Cost: Mission fees will be \$475, inclusive of the cost of sample shipping and in-country ground transportation to trade mission events.

Deadline: The registration deadline is July 7, 2006.

Fax this back to 215.829.9777 (Note: This is not a registration form.)

NAME

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PRODUCTS

☐ Check this box if you no longer want to receive faxes from Food Export USA-Northeast and MIATCO. Please provide your company name and fax number and fax this form back to 800.671.7111. If you would like to hear about future Food Export USA-Northeast and MIATCO promotions via e-mail, please provide your e-mail address.

☐ Check this box if you'd like to receive export assistance to prepare for your meetings.

Seoul, South Korea

August 20-24, 2006

Broaden Your Perspectives. Improve Your Results.

These one-on-one meetings will provide you with direct buyer feedback on your product's Korean market potential. One-on-one meetings offer an important chance to build new relationships with potential customers.

Meet With the International Buyers Who Want Your Products:

Approximately 100 Korean food manufacturers, processors bakery industry, importers and distributors have expressed interest in a wide selection of U.S. fruit products.

A Convenient Way to Off-Set Expenses

The mission fee of \$475 covers all of these services, as well as the cost of shipping samples for the import analysis and meetings with buyers and some transportation to mission events. Companies will be responsible for flights, hotel, and meals. These expenses qualify for Branded Program reimbursement for qualified participants! The number of participants is limited so hurry to register!

About Food Export USA—Northeast and MIATCO

Food Export USA—Northeast and The Mid-America International Agri-Trade Council (MIATCO) are private, non-profit associations that offer services to help U.S. food and agricultural companies promote their products in foreign markets.



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